



**Maharaja Agrasen Institute of Management Studies**  
**(A unit of Maharaja Agrasen Technical Education Society)**  
**Affiliated to GGSIP University; Recognized u/s 2(f) of UGC**  
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**Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA**

**[www.maims.ac.in](http://www.maims.ac.in)**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**Email: [hodjournalism@maims.ac.in](mailto:hodjournalism@maims.ac.in)**

**Dr. Umesh Pathak**

**Ph: 9868381857**

**Head, Department of Journalism and Mass Communication**

Friday, 26th April 2024

VALUE ADDED COURSE

**“Integrated Marketing Communication”**

Academic Year: 2023-2024

**VALUE ADDED COURSE: “Integrated Marketing Communication”**

**Academic Year: 2023-2024**

**Name of Event:** Value Added Course on “Integrated Marketing Communication”

**Resource Person:** Poonam Singh, Assistant Editor, Business World

**Date of the Event:** 16th January 2024 - 25th April 2024

**Time of the Event:** 1:30 PM to 3:30 PM

**Location:** Block-9, 7th Floor, Room No. 977

**Number of Students Participated:** 200

## **“Integrated Marketing Communication”**

The Department of Journalism and Mass Communication at Maharaja Agrasen Institute of Management Studies (MAIMS), under the aegis of the Internal Quality Assurance Cell (IQAC), successfully launched a Student Training Programme titled “*Integrated Marketing Communication*” for the academic year 2023-2024. The course aimed to expose undergraduate students of MAIMS to various forms of integrated marketing communication (IMC), emphasizing both the academic and corporate perspectives.

The primary objective of the course was to educate participants on the diverse aspects of IMC in the real world. It provided valuable insights into the promotion mix, the role of advertising in marketing communication, and how IMC strategies are employed in both corporate and academic settings. The course content was carefully designed to align with the needs of the students and the demands of the market. Topics covered in the programme included: **Introduction to Marketing Communication, Concept of Integrated Marketing Communication (IMC), Promotion Mix, Marketing Channels of Communication, 4P’s and 4C’s of Marketing, Case Studies in IMC, Factors Affecting IMC Strategy and Evaluation, Measurement and Analysis of Marketing Communication, Planning and Budgeting for IMC, Role of Promotion in Marketing Strategy.**

### **Practical**

### **Sessions:**

In-class assignments and quizzes were conducted to provide hands-on experience. Students were required to complete a feedback form after each topic and participate in short multiple-choice quizzes to assess their understanding.

The certificate course was spearheaded by Dr. Umesh Pathak, Head of the Department of Journalism and Mass Communication. The course was convened by Dr. Umesh Pathak, Associate Professors in the Department. The faculty team consisted of ten internal members: Dr. Nisha Singh, Dr. Gulshan Gupta, Dr. Priyanka Tyagi, Ms. Shifali Ahuja, Mr. Jitender Vig, Mr. Sumantra Sarthi Das, Ms. Neha Bhagat, Ms. Neelam Nanada Prabhat, Mr. Umesh Singh, Mr. Vijaypal Singh. Poonam Singh, as a guest resource person, covered various topics of IMC, leveraging her expertise.

It was an offline course, In total 200 students registered and completed the course. At the end of every topic, students were required to fill a feedback form. They were also required to participate in a short multiple choice question quiz after every topic. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of multiple- choice question quizzes that were conducted from time to time.

The course had been started with the topics that were chosen to keep in mind the requirements of students in further studies and the need of the market. Almost all the topics were covered by resource persons in detail. Practice assignments were given to students in class so as to give them hands-on experience.

Such courses provide expert guidance to students & help them in building their resumes. It gives them an edge over others when it comes to working in the corporate world. The course began with a discussion on marketing communication, Concept of Integrated Marketing Communication, Promotion Mix, Marketing Channels of Communication, 4p's and 4c's , case study, Factors Affecting an IMC Strategy and Evaluation, Measurement and Analysis of Marketing Communication . The students learnt about the nature and scope of Planning and Budgeting for Integrated Marketing Communication. The discussion was around promotion and Marketing Strategy.

The credit for this initiative goes to Dr. Umesh Pathak, Chief Coordinator of the Programme and Head, the Department of Journalism and Mass Communication who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this course. After the completion of the sessions, certificates were distributed to all the 200 students who were able to qualify for the Value-Added Course and to all the resource persons.

**Dr. Umesh Pathak**

**[Convener, Head, Department of Journalism and Mass Communication]**





